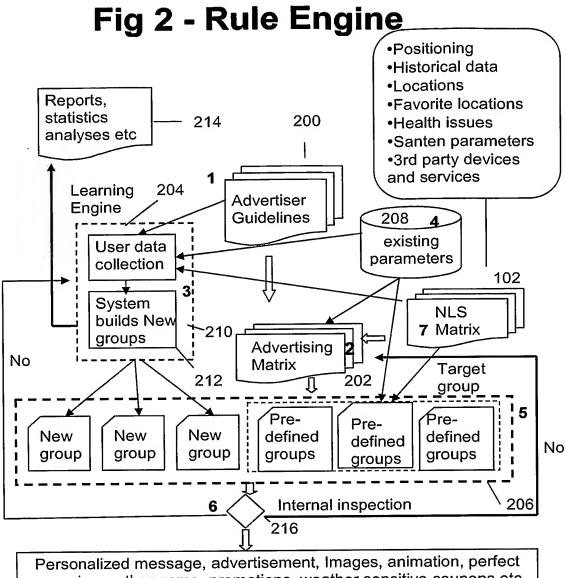
Fig 1 Other Raw Radar meteorological Satellites -102 data readings 112 110 114 NPU basic Internal \_ 118 116 matrix NPU 100 DB 132 120 104 Quality control 134 Connection 106 to operator and other 3<sup>rd</sup> NLS party data 122 3<sup>rd</sup> party NLS suppliers Matrix interfaces 128 126 Location 136 1,30 Weather Billing sensitive ad External Updater matrix meteorologica 124 data sources 108 **Advertising Rule Engine** 138 148 140 144 142 146 3<sup>rd</sup> party Weather Wireless ! Sales 'Interactive Web Games devices applicatio point TV



scenario weather game, promotions, weather sensitive coupons etc.

Fig 3 - Advertising matrix

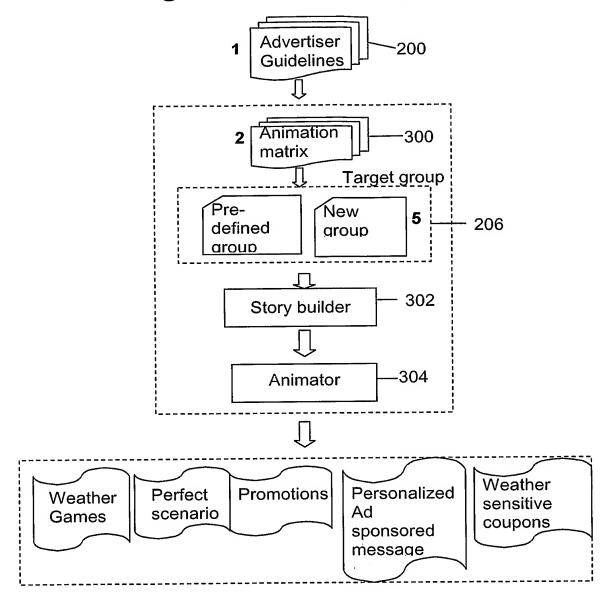


Fig 4 - Rule Engine diagram

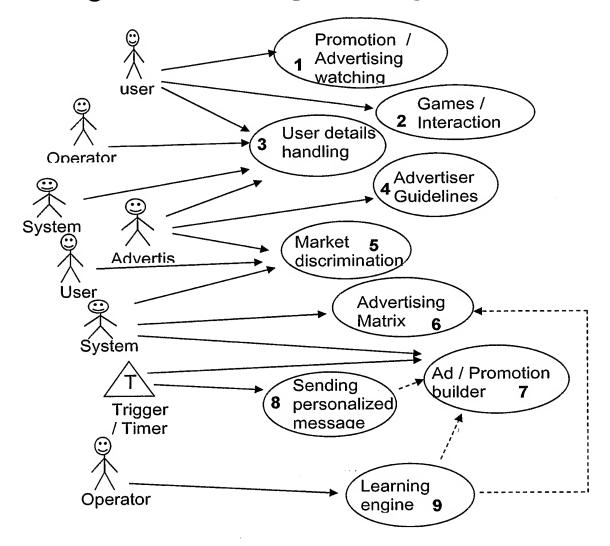
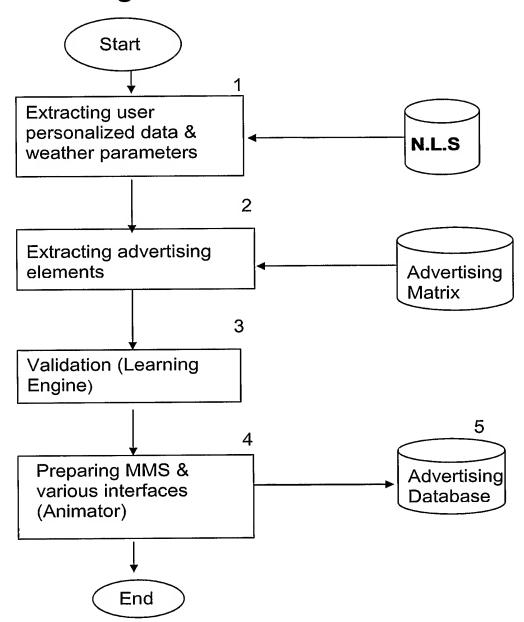


Fig 5 - Ad / Promotion



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Fig 6 - Advertiser feedback

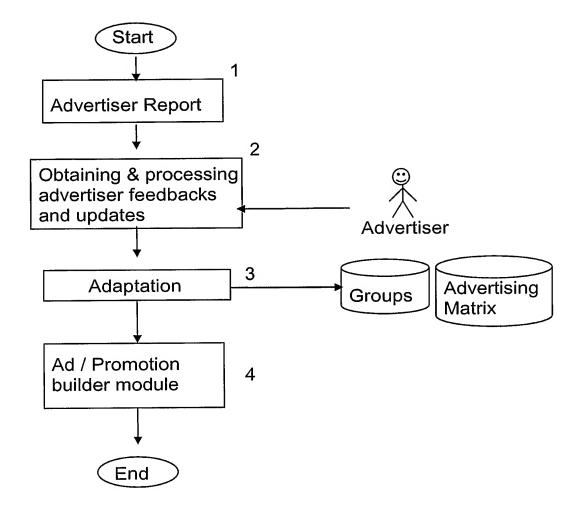
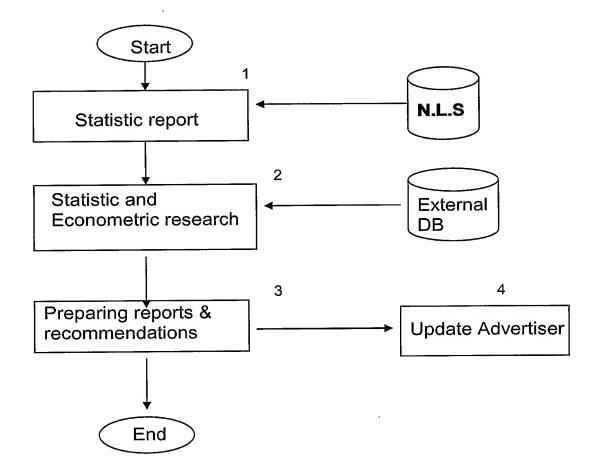
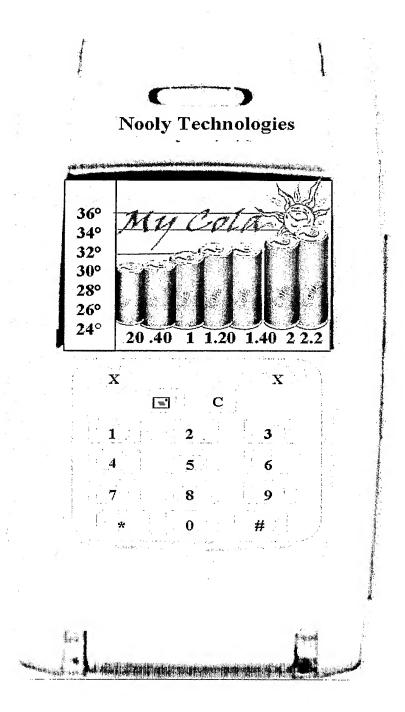


Fig 7 - Advertiser report



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Figure 8



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Figure 9

